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THE INFLUENCE OF ATTITUDES AND PERCEPTIONS ON ONLINE SHOPPING INTEREST IN THE KOLAKA JUAL BELI FACEBOOK GROUP

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ABSTRACT

The aim of this research is to analyze the influence of attitudes and perceptions on online shopping interest in the Kolaka buying and selling Facebook group. This study uses a quantitative approach. The sample used was 346 respondents who were interested in online shopping in the Kolaka buying and selling Facebook group. The sampling technique used was purposive sampling, research data analysis used the Structural Equation Modeling (SEM-PLS) method. The research results show that attitude has a positive and significant effect on online shopping interest. This is proven by the t-count or t-statistic which is higher than the t-table value which is 6.370. The research results also show that perception has a positive and significant effect on online shopping interest because the t-count or t-statistic value is higher than the value t-table is 3.829. The attitudes held by each consumer can have a big influence on interest in online shopping, especially Kolaka people who make purchases in the KJB group (Kolaka Jual Beli) and consumer perceptions have an influence on online shopping interest, especially Kolaka people who make purchases in the group (Kolaka Jual Beli) KJB.

Keywords: Attitude; Perception; Interest in shopping.

INTRODUCTION

Currently, the role of the internet is increasingly important in the social, economic and political life of society. So it cannot be denied that internet technology has changed world civilization rapidly and made it an important part that cannot be separated from human life. Internet users throughout the world are experiencing a continuous increase. Based on the International Telecommunication Union (ITU) report, the number of world internet users in 2018 was 3.9 billion, more than half the world's population. This increase in numbers was also experienced by Indonesia.

This is supported by data from a survey by the Indonesian Internet Service Providers Association APJII, (2020), which shows that the number of internet users in Indonesia was 171.1 million, an increase of 27.9 million from the previous year which amounted to 143.2 million. This increase in the number of internet users has also influenced people's attitudes towards internet use in Indonesia. APJII (2020) noted that 51.5% of users use the internet for social media consumption. This condition can provide opportunities for many companies to attract social media users through marketing campaigns such as the use of Social Media Content Marketing through various social media platforms such as Instagram and FaceBook.

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Table 1. Facebook Online Buying and Selling Site Group Kolaka Jual Beli (KJB)

Num.	Group Name & Year	Amount User	Post Goods/Products
1	Kolaka Jual Beli (KOJUBE) Year 2013	46.149	18.260 post
2	Kolaka Jual Beli Year 2014	154.109	54.348 post
3	(KJB) Kolaka Jual Beli. Year 2014	1.720	336 post
4	Kolaka Jual Beli Year 2015	67.922	33.880 post
5	KJB (Kolaka Jual Beli) Year 2016	1.275	312 post
6	Kolaka Jual Beli Online Year 2016	95.902	1.749 post
7	Kolaka Jual Beli Online Year 2017	11.055	12.388 post
8	Kolaka Jual Beli Online Year 2018	7.889	1.140 post
9	Kolaka Kota Jual Beli	3.193	9.348 post

Source: Survey Results 2022

Based on an initial survey conducted by the author, the buying and selling group that uses social media and has experienced quite significant growth is the FaceBook Kolaka Jual Beligroup or commonly known as KJB. This buying and selling group that utilizes the Facebook social media platform experiences an increase in users every year. Based on initial data collected by the author, currently the Kolaka Jual Beli (KJB) FaceBook group has 19 groups from 2013–2021 with a total number of members of 1,260,133 while the number of posts is 1,147,270 items/products (Table 1). On average, Kolaka Jual Beli (KJB) account users are Kolaka Regency residents who use it to offer their products and Kolaka residents who shop at Kolaka Jual Belli (KJB). Making it easier for people to shop online and sell. From this preliminary data, it can be seen that even though there are currently many well-known online buying and selling sites that have a large merchant capacity, such as Shopee, Bukalapak, Tokopedia, and Lazada, this has not reduced the interest of the Kolaka people in shopping in the FaceBook group, which in fact is not an official group. which is managed professionally. This can be seen from the increasing development of the KJB group and the increasing number of group members every year. This fact presents a phenomenon in itself that is worth exploring, especially to find out the attitudes and perceptions of the Kolaka community who use KJB and its influence on their interest in shopping online through this social media group.

In the process, interest in online shopping does not happen that way, but is influenced by several variables, two of which are attitudes and interest in shopping online (Tyra et al., 2014). Attitude is one of the important things in influencing buyers' decisions when shopping online. According to (Setyowati, 2019), attitudes towards online shopping are positive or negative feelings felt by consumers related to online shopping behavior by using e-commerce channels for shopping in general and using certain online stores. Attitude is one of the factors that determines someone's ability to shop online via the internet. (Tyra et al., 2014), in their research found that of several variables related to

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online shopping, attitude is fundamental for someone to carry out online shopping activities, which becomes a benchmark for someone to sort and choose the products they want to buy, as an actor in the KJB, it is necessary to have entrepreneurial competence to be able to identify it, (Sudarnice et al., 2023).

Research conducted by (Herdioko & Widya, 2019) found that attitude influences a person's interest in shopping online. This is in line with research conducted by (Yurindera, 2020), which found that one of the driving characteristics of someone doing online shopping is attitude, where an individual who has an attitude will be able to see which products are good and which are not good for him. Apart from attitudes, online shopping activities are also influenced by perceptions. Perception in the context of online shopping interest is often said to be related to the results or information obtained from viewing a product. In the process of forming interest in online shopping, perception is divided into three parts, namely risk perception, convenience perception and benefit perception, which can provide a sense of comfort to consumers so that they can make repeat purchases (Suhir, 2014); (Karnadjaja et al., 2018); (Sudarnice, 2020).

In relation to several research results regarding the influence of attitudes and perceptions, (Faradila & Soesanto, 2016) in his research recommends that research be conducted that explores related variables regarding online shopping interest in order to find out various variables that can influence online buying interest. Meanwhile, (Nusarika & Purnami, 2015) recommended that research be conducted on the influence of interest in online shopping in addition to using variables influencing price perception and trust. Then (Suhir et al., 2014) also recommended that apart from perceptions of risk, convenience and benefits regarding interest in online shopping, future researchers should use other variables to better understand what influences people's online shopping interest.

Based on these recommendations, the author believes that interest in online shopping among the general public is something that needs to be understood and known further. Based on previous researchers' recommendations, the author is interested in using attitude and perception variables regarding consumer interest in online shopping. In this case, interest in online shopping among the general public is said to be important because the better a person's level of attitude and perception towards a product, the tendency to be interested in shopping online will be high and vice versa, if a person's level of attitude and perception is low, the tendency to be interested in shopping online will also be low. (Juairiah et al., 2019). So the aim of this research is to find out the most influential factors in online shopping interest at Kolaka Jual Beli (KJB). This research uses two items, namely attitudes and perceptions to determine the relationship between online shopping interest.

LITERATURE REVIEW

Attitude is a form of feeling that is favorable or unfavourable, (Prasad & Aryasri, 2009); (Setyowati, 2019). Meanwhile, shopping interest is a feeling of interest experienced by consumers towards a product (goods/services) which is influenced by attitudes outside the consumer and within the consumer himself (Ashari, 2012); (Simanjuntak et al., 2021). Research conducted by (Herdioko & Widya, 2019) found that attitude influences a person's interest in shopping online. This is in accordance with the results of research conducted by (Yurindera, 2020), which found that one of the

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driving characteristics of someone doing online shopping is attitude, where an individual who has an attitude will be able to see which products are good and which are not good for him. So from some of the research results above regarding attitudes, it can be said that attitudes are a benchmark or bridge for a person in determining their interest in carrying out online shopping activities where attitudes reflect a consumer's personal view regarding an object or concept. Based on studies regarding the influence of attitude variables on online shopping interest, the first hypothesis proposed in this research is: H1: Attitude has a positive and significant effect on online shopping interest

According to (Nusarika & Purnami, 2015), in their research, they found the influence of consumer perception on the desire to shop online, namely price perception, trust and shopping orientation had a simultaneous influence on purchase intention with an Fcount value of (118.509) with sig (0.000). Price perception, trust and shopping orientation have a partially significant positive effect on consumer purchase intentions. Suggestions that can be recommended for online shopping providers are expected to provide clear, complete and accurate information about product ordering and payment procedures, delivery and return procedures, or product exchange. Online product sellers should pay more attention and maintain trust in the services provided to consumers regarding the suitability of the goods sold and those provided with complete information. Based on a study regarding the influence of perception variables on online shopping interest, the second hypothesis proposed in this research is: H2: Perception has a positive and significant effect on online shopping interest.

METHODS

The population in this study is limited to only 1 Kolaka Jual Beli (KJB) Facebook group with the criteria that the group has been established for a long time and is still active in carrying out buying and selling transactions at Kolaka Jual Beli (KJB). The selection of Kolaka Jual Beli (KJB) is based on the reasons that (KJB) is the only Kolaka online buying and selling group that has been around for the longest time and is still active today so that the level of consumer trust can be guaranteed. The number of Kolaka Jual Beli (KJB) users who are still actively shopping is 46,149 users. To determine the sample size (sample size) the sample in this study refers to the sample size table based on the Krecjie table. So, to determine the sample in research, research refers to the sample size table based on the Krecjie table, namely the population is 46,000 with a significance level of 5%, namely 346 people. So the number of samples in this study was 346 samples.

Table 2. Research Questions

No	Variable	Questions
1	Attitude (Widyanto & Prasilowati, 2015)	I like shopping online through Kolaka Jual Beli
		I am comfortable when shopping online through Kolaka Jual Beli
		I believe in the transaction process carried out with consumers when shopping through Kolaka Jual Beli
2	Perception (Suhir et al., 2014)	In my opinion, the risks of shopping online through Kolaka Jual Beli are very minimal
		In my opinion, shopping online through Kolaka Jual Beli offers ease of transactions and receiving goods

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No	Variable	Questions
3	Interest in Online Shopping (Ashari, 2012)	In my opinion, shopping online through Kolaka Jual Beli provides benefits such as time and cost savings when compared to shopping at online stores
		I consider that online shopping through Kolaka Jual Beli has better advantages and benefits when compared to shopping at online stores
		I prefer and feel comfortable shopping at Kolaka Jual Beli compared to shopping at other online stores
		I feel that the information provided by the seller on Kolaka Jual Beli is more detailed, sufficient and trustworthy
		I chose Kolaka Jual Beli for online shopping because many Kolaka people use the Facebook group to shop online
		I am more confident in making transactions through KJB compared to other online stores

Data collection techniques were carried out through literature studies and distributing questionnaires. The questionnaire (Table 2) was handed over directly to the respondent in an envelope and returned in a sealed envelope to maintain confidentiality. The questions in the questionnaire were tested using a 1-5 Likert scale to obtain internal data and were scored as follows:

Table 3. Research Rubric

Score	Category
1	Strongly disagree
2	Disagree
3	No opinion
4	Agree
5	Strongly agree

Before conducting the research, researchers first tested the instrument for validation and reliability (Arsi, 2021). Validity testing in this research was carried out with 100 respondents. In this test, the critical correlation coefficient is obtained from the r distribution table using a significance level of 5%. So the r-table = 0.165. The significance test is carried out by comparing the calculated r-value with the r-table value. If the calculated r-value > r-table value, then the statement is valid. In this research, assisted by using SPSS 23 software, the results of the validity test are shown in the following table:

Table 4. Validity Test Results

Variable	Indicator	r-hitung	r-tabel5 %	Results
Attitude	X1.1	0,860	0.165	Valid
	X1.2	0,942	0.165	Valid
	X1.3	0,849	0.165	Valid
Perception	X2.1	0,716	0.165	Valid
	X2.2	0,849	0.165	Valid

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Variable	Indicator	r-hitung	r-tabel5 %	Results
	X2.3	0,707	0.165	Valid
Interest in Online Shopping	Y1.1	0,802	0.165	Valid
	Y1.2	0,883	0.165	Valid
	Y1.3	0,843	0.165	Valid
	Y1.4	0,828	0.165	Valid
	Y1.5	0,877	0.165	Valid

Source: Processed Primary Data, 2023

Based on table 3, it shows that r-count > r-table = 0.165, so the 11 instrument statement items are declared valid and can be used for further analysis. Meanwhile, the results of the reliability test using SPSS can be shown in the following table:

Table 5. Reliability Test Results

Variable	Crobach's Alpha	Cronbach Alpha Standariz	Results
Attitude	0,860	0.600	Reliabel
Perception	0,633	0.600	Reliabel
Interest in Online Shopping	0,900	0.600	Reliabel

Source: Processed Primary Data, 2023

Based on Table 4, it shows that the reliability test for the statement items was declared valid. The results of Cronbch's Alpha, the reliability of the attitude instrument was 0.860, the perception instrument was 0.633 and the online shopping interest instrument was 0.900. Of the three instruments, they were declared reliable or met the requirements

In this study, research data was processed using SmartPLS software with a partial Least Squares approach. PLS is a structural equation model (SEM) that uses an alternative variance-based approach.

RESULTS AND DISCUSSION
Respondent Characteristics

The research respondents were 345 people who were interested in shopping online at KJB. Based on the results of the distribution of questionnaires to all respondents, there were 345 questionnaires that could be collected and were suitable for analysis.

The aim of descriptive analysis is to provide a comprehensive picture of the research object which includes the characteristics of respondents according to gender, age and occupation including descriptive statistical analysis of respondents' answers to each indicator of each variable. The results of this analysis can then support and deepen the research discussion. Respondent characteristics are characteristics possessed by respondents consisting of gender, age and occupation. The characteristics of these respondents are described in detail in table form by presenting the number and percentage of each characteristic:

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Table 6 Gender Characteristics of Respondents

No	Gender	Frequency	Percentage (%)
1	Man	138	40%
2	Woman	207	60%
3	Total	345	100%

Source: Processed primary data, 2022

Table 6 shows that of the 345 respondents studied, it shows that female consumers are more interested in online shopping than male consumers. This is in accordance with the opinion of (Philip, 2000) who state that gender and culture are consumer characteristics that provide stimuli for consumers to purchase goods and services.

Table 7 Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage (%)
1	17-20 year	57	16.5%
2	21- 30 year	183	53.1%
3	31-40 year	105	30.4%
5	Total	345 person	100%

Source: Primary data processed, 2022

Table 7 shows that of the 345 respondents, respondents aged 21-30 years had the highest frequency, namely 53.1%, while those aged 17-20 years had the lowest frequency, namely 16.5%. This is because at the age of 21-30 is an age that has high productivity, many of which utilize the sophistication of technology.

Results

The value of testing the hypothesis of this research can be seen in the results of this research model which can be seen in Figure 1.
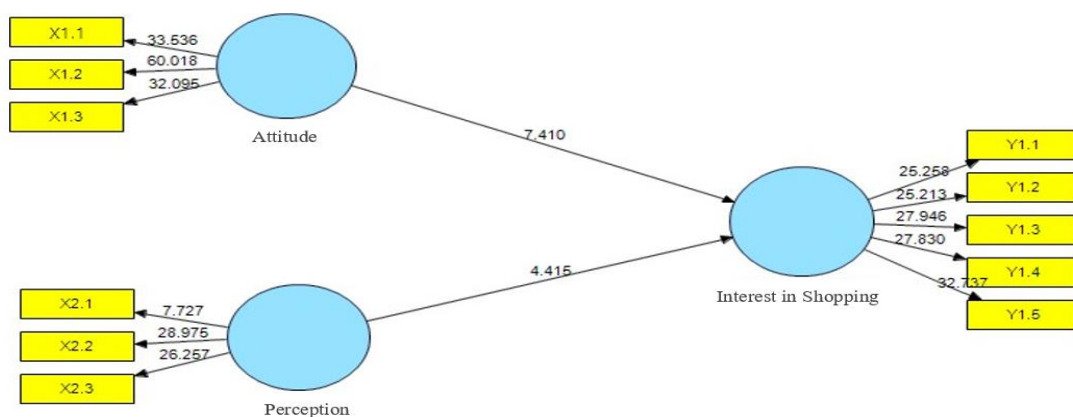

Figure 1. Results of the Research Model

The first hypothesis tests whether attitude has a positive and significant effect on online shopping interest. The test results show that the beta coefficient value for attitudes towards online shopping interest is 0.581 and the t-statistic is 6.370. From these results, the t-statistic is declared significant, because it is >1.966, so H1 is accepted. This proves that attitude has a positive influence on online shopping interest.

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The second hypothesis tests whether perception has a positive and significant effect on online shopping interest. The test results show that the beta coefficient value of perception towards online shopping interest is 0.364 and the t-statistic is 3.829. From these results it is stated that the t-statistic is significant, because it is >1.966 and H2 is accepted. This proves that perception has a positive influence on online shopping interest.

This model is evaluated by looking at the r-square (indicator reliability) for the dependent construct and the t-statistic value from the path coefficient test. The higher the r-square value, the better the prediction model for the proposed research model.

Table 5. R-square Value

	R Square
Interest in Online Shopping	0.783
Perception	
Attitude	

Source: Processed Primary Data, 2023

The r-square value in Table 5 shows that attitudes and perceptions are able to explain the variability of the online shopping interest construct by 78.2%, and the remaining 22.2% is explained by other constructs besides those examined in this research. This value can be concluded that the two exogenous variables have a strong influence on the endogenous variables.

Discussion

The results of testing the first hypothesis prove that attitude has a positive and significant effect on shopping interest at KJB Kolaka. Statistically it can have an effect because the t-count or t-statistic value is 6.370 which is higher than the t-table value, namely 1.966. This shows that convenience when shopping online through Kolaka Jual Beli has a big influence and is the most important reference in influencing respondents' shopping interest in making purchases. This result is proven by the value in the description of the attitude variable which shows that the total average of respondents' answers to the satisfaction variable is 4.0, which indicates that the respondents' responses to the attitude variable are at high criteria. In the description of this attitude variable, it can also be seen that the comfort indicator when shopping online (X1.2) has the highest response value. Attitude variable, consumers tend to see convenience when shopping online at Kolaka Jual Beli is considered an important reference to support their shopping interest. On the other hand, the indicator with the lowest response value is an indicator of confidence in the correctness of the transaction process (X1.3.). This shows that respondents consider that trust in the transaction process carried out with consumers when shopping through Kolaka Jual Beli is not the main source for consumers to make purchases, because they can find the trust carried out during transactions in other market places. The statement above can be concluded that attitude has a simultaneous influence on interest in online shopping at KJB Kolaka. This is supported by research conducted by (Herdioko & Widya, 2019) who found that there was a positive and significant influence on interest in online shopping at KJB.

Furthermore, the results of testing the second hypothesis prove that perception has a positive and significant effect on online shopping interest at KJB Kolaka. Statistically, perception can influence shopping interest because the t-count or t-statistic value is

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5.829, which is higher than the t-table value, namely 1.966. This shows that consumers are aware that the perception they have of Kolaka buying and selling offering easy transactions and receiving goods has a big influence on respondents' shopping interest. This result is also confirmed by the value in the description of the perception variable which shows that the total average of respondents' answers to the perception variable is 3.9, which indicates that the respondent's response to the perception variable is at high criteria. In the description of this perception variable, it can also be seen that the perceived convenience indicator (X2.2) has the highest response when compared to other indicators. This shows that in the perception variable, online shopping through Kolaka Jual Beli offers ease of transactions and receiving goods is considered an important reference to support their shopping interest. On the other hand, the indicator with the lowest response value is the risk perception indicator (X2.1) . This shows that the risk of shopping online through Kolaka Jual Beli is very minimal, in this case the risk of consumers shopping online at Kolaka Jual Beli rarely occurs and is not the main reference in influencing consumer shopping interest. This research is supported by previous research presented (Sitorus, S. D., Kholid, M., 2019) that perceived convenience and perceived risk simultaneously influence online buying interest. then, research conducted by (Hartono & Praptiningsih, 2022) found that price perception simultaneously influences online buying interest. Furthermore, research conducted by (Nusarika & Purnami, 2015) found that price perceptions simultaneously influence purchase intentions.

Based on the results of research conducted by research entitled "The Influence of Attitudes and Perceptions on Interest in Online Shopping" it can be explained that attitude has a positive and significant effect on interest in online shopping because the beta coefficient value of attitude towards interest in online shopping is 0.581 with a t-statistic of 6.370 which is higher. from the t-table, namely 1.966. This shows that the attitudes that consumers have have a big influence on online shopping interest, especially Kolaka people who make purchases from the KJB (Kolaka Jual Beli) group and perception has a positive and significant effect on online shopping interest because the beta coefficient value of perception of online shopping interest is 0.364 with a t-statistic of 3.829 which is higher than the t-table value of 1.966. This shows that consumer perceptions have an influence on online shopping interest, especially Kolaka people who make purchases from the KJB (Kolaka Jual Beli) group..

CONCLUSIONS

Based on the findings in this research, it can be concluded that attitude has a positive and significant effect on online shopping interest and perception has a positive and significant effect on online shopping interest. Furthermore, from the findings of this research, there are several suggestions that we can recommend, including for the KJB to improve security which can reduce acts of fraud, and listen to fraud that has harmed consumers and make it easier for consumers to shop online. Consumers should be smart consumers, they must pay attention to information provided by friends and family about a product and also pay attention to the risks before making a purchasing decision. One form of this action is by reading the comments column. Consumers are happy to provide criticism, complaints and suggestions in the hope that KJB can improve what they provide. Finally, further research is expected to reveal other variables, apart from

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attitudes and perceptions, that can influence online shopping interest, such as brand, product quality and other variables for future research and with a wider scope.

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